



## SGIP CMEWG MEETING MINUTES

|                              |  |                  |             |
|------------------------------|--|------------------|-------------|
| <b>Meeting/Project Name:</b> | Communications, Marketing, and Education Working Group |                  |             |
| <b>Date of Meetings:</b>     | 8/4/2011   | <b>Time:</b>     | 4pm Eastern |
| <b>Meeting Facilitator:</b>  | Mladen Kezunović, WG Chair                             | <b>Location:</b> | Virtual     |

### 1. Meeting Attendance

**Roll call:** Mladen Kezunovic, Cuong Nguyen, Randy Wedin, Alan Greenberg, David Elve, David Milenthal, Linda Evers, Mike Coop, Jeny Dowlin, Carrie Parks

**Absent:** Paul Centolella, Brent Hodges, Perry Pederson, Rich Scholer, Tariq Samad, Matthew Theall, Scott Ungerer, Steve Widergren, Paul Molitor, George Arnold, Chad Boutin, Paul Boynton, Magdalena C. Benitez, Alpesh Shah, Amanda Stallings, Anto Budiardjo, Benjamin Dunton, Brent Struthers, Clifford Bryan, Dan Lubar, David Kaufman, David Mollerstuen, Derek Flickinger, Ed Eckert, James Mater, Jaswinder Singh, Joan Ward, Jon Hawkins, Katherine Voss, Ken Holbrook, Kenneth Jones, Kenneth Wacks, Lisa Romani, Lori Towers-Hoover, Mark Enstrom, Neal Mellen, Neil Greenfield, Philip DiPastena, Randy Lowe, Shailendra Agrawal, Tanya Brewer, Tim Jeffries, Vicki Trees, Erich Gunther, Stuart McCafferty

### 2. Meeting Agenda: Topic & Actionable Outcomes

The primary focus of the meeting was the Chair's report from the Governing Board in July and review of on-going activities.

- The GB approved Resolution#1 ("Accept proposed CMEWG Plan- Near Term Option with the proposed budget")
- The GB also approved Resolution#2 ("Charge CMEWG with a task to find out what is the legally acceptable and most effective way to fund and execute the NTO plan, and report progress back to the GB"). The financial aspect of NTO execution must be worked through the NIST process which is currently reviewing a new SGIP Administrator contract. There should be a decision made within the next month and the CMEWG budget will then be allocated.

With time remaining, the Chair proceeded to discuss the "underway" works in progress and next steps toward completion.

- {underway} two flyers - *interoperability* for professional groups and for the public outside SGIP
  - Group decided that when complete, flyers should only be posted to TWiki, and printed as needed.
  - More examples from the various domains should be used in the copy to help people relate to the information.
  - ACTION: Interoperability flyer draft being re-circulated for comments. Feedback due to Chair by August 20.
  - ACTION: Once comments are received, Administrator will place in standard design layout and post to TWiki.
- {underway} Upgrade SGIP 101 presentation material
  - ACTION: Administrator is to update layout, add in SGTCC, CSWG and SGAC slides and then post to TWiki.
- {underway} CSWG summary
  - ACTION: CSWG is preparing a summary flyer and PP slides, which once completed, will be post to TWiki.
- {underway} Request for summaries from Architecture committee and DEWGs
  - ACTION: both groups should be asked to prepare a summary

| Flyer | Title   | Phase   | Responsible   | Supply | Status  |
|-------|---|---|---------------|--------|---|
| 1     | <i>A New, Open Forum for Standards Collaboration</i>                  | Posted to TWiki.<br>Printed.<br><i>Update in Q3 2011?</i> | Administrator | 300    | 2011 Distribution: <ul style="list-style-type: none"> <li>• February: 200 at Distributech (EnerNex)</li> <li>• April: 400 at AABE (Linda Evers)</li> <li>• May: 200 at WindPower (EnerNex)</li> <li>• May: 200 at ConnectivityWeek (EnerNex)</li> <li>• June: 200 by GB Chair</li> <li>• July: 100 at Summer F2F (EnerNex)</li> </ul> |
| 2     | <i>Smart Grid Standards &amp; Implications For Utility Regulation</i> | Posted to TWiki.<br>Printed. <i>Update in Q3 2011?</i>    | Administrator | 800    | 2011 Distribution: <ul style="list-style-type: none"> <li>• February: 200 at NARUC (EnerNex)</li> <li>• May: 200 at ConnectivityWeek (EnerNex)</li> </ul>   |

|                  |   |   |                  |  |         |            |                                   |
|------------------|---|---|------------------|--|---------|------------|-----------------------------------|
| 3                | Working title: <i>What is interoperability</i>              | Draft in Review                           | Perry            | Last draft will be circulated for further comments before printing                                   |         |            |                                   |
| 4                | Working title: <i>What is the value of interoperability</i> | Awaiting Draft                            | Vickie, Benjamin | Waiting completion of the first Interoperability flyer   |         |            |                                   |
| 5                | SGTCC Overview Flyer  | Posted to TWiki. 250 printed for Montreal | Administrator    | 2011 Distribution: <ul style="list-style-type: none"><li>July: 50 at Summer F2F (EnerNex)</li></ul>  |         |            |                                   |
| 6                | CSWG Overview   | Proposed Draft                            | Marianne Swanson | The flyer is being prepared and will be distributed for CMEWG comments soon                          |         |            |                                   |
| 7                | Catalog of Standards Flyer                                  | Posted to TWiki. 250 printed for Montreal | Administrator    | 2011 Distribution: <ul style="list-style-type: none"><li>July: 150 at Summer F2F (EnerNex)</li></ul> |         |            |                                   |
| 8                | International Flyer   | Posted to TWiki. 250 printed for Montreal | Administrator    | 2011 Distribution: <ul style="list-style-type: none"><li>July: 75 at Summer F2F (EnerNex)</li></ul>  |         |            |                                   |
| 3. Next Meetings |   |   |                  |  |         |            |                                   |
| Date:            | Oct. 3  | Time:                                     | 4:00pm EDT       | Location:  | Virtual | Objective: | Review and update of action items |